1   ABSTRACT OF THE DISCLOSURE

2   The present invention is a method for taking content in text, HTML, or related format

3   from Web pages or documents and searching it for words or phrases that advertisers have

4   contracted to have hyperlinked to their Web pages or documents. These words and phrases are

5   then hyperlinked in HTML format to the advertiser's Web site, in a preferred embodiment

6   involving routing through a tracking URL to track the number of times the hyperlink is clicked

7   on. In a browser-based embodiment, he content is then published on the Internet and readers

8   seeing the content have the option of clicking on the hyperlink and visiting the contracted

9   advertiser's Web site. The hyperlinking of words can be implemented by (i) an ad server

10   overwriting existing content HTML files, (ii) a script overwriting existing files, (iii) coding in

11   existing HTML files referencing the ad server to determine hyperlinked words, or (iv) redirecting

12   users to an ad server page with appropriately altered HTML files.

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